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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICERECEIVED
CIVIL PATENT
SECTION 1.3.2006

PATENT APPLICATION

Applicant(s): **Donald F. Gordon et al.**Case: **SEDN/308** Group Art Unit: **3623**
(19880003900)Serial No.: **09/737,841** Filed: **December 14, 2000**Examiner: **Jeanty, Romain** Confirmation #: **9495**Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**

CERTIFICATE OF MAILING OR TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below.	
9/19/06	<i>Oliver</i> Date

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450RESPONSE UNDER 37 C.F.R. 1.111

SIR:

This is in response to the non-final Office Action mailed June 27, 2006.

The Commissioner is authorized to charge any fees due, including claim fees and extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.